

LEO BURNETT U.S.A.

Ad No. 131—Radio Announcer—1975 Only—Reg. No. 50208—1 page—4 color Head—8½ x 11½ in.—National Magazines, 1974 (A)  
Printed in U.S.A.

## Parliament. The recessed filter cigarette.

It works like a cigarette holder works.



1. Lenny Kleinfeld had the most distinctive delivery of any announcer in the 1930's; he always spoke with a cigarette holder in his mouth. It gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips. So you taste only rich, clean tobacco flavor. Parliament's taste will never give you any static.



11 mg. "tar," 1.2 mg. nicotine  
per cigarette. © Philip Morris Inc.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.

